



VILDMARK

MEANING: WILDERNESS IN SWEDISH



9669

Instagram followers

6k

Youtube Subscribers

@VILDMARK.CO.UK

70%

From UK

22 - 44

Age

5k - 20k

Reach

9%

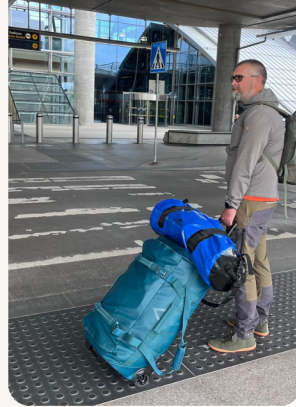
Engagement

👋 WHO AM I?

Vildmark is an outdoor adventure brand led by Martin Grove, a British packrafter, hiker, and gear tester who brings the rugged outdoors to life with humour, honesty, and a passion for proper kit.

I create immersive, story-driven content — whether i'm deep in the Swedish backcountry, paddling Scottish lochs, or cooking fish over a fire with midges in my coffee. From gear reviews to full adventure films, Vildmark helps people get outside more and better equipped by offering honest looks at outdoor gear and helping potential customers become confident buyers of your products.





AUDIENCE INSIGHTS

 **YouTube:** www.youtube.com/c/Vildmark

- Primary audience: UK (70%), ages 25–44
- High engagement on gear reviews, packrafting films, and outdoor content
- Loyal subscriber base with strong return viewership

 **Instagram:** [@vildmark.co.uk](https://www.instagram.com/vildmark.co.uk)

- Reels reach: 5k–20k per reel
- Strong traction with gear demos, scenic content, and humour
- Branded hashtag: #VildmarkApproved
- Demographic: Worldwide

 **TikTok:** [@vildmark.co.uk](https://www.tiktok.com/@vildmark.co.uk)

- Relatable, wild, and gear-focused short-form content
- Audience: 18–35, outdoor enthusiasts, anglers, hikers and gear-curious people.
- High engagement through humour, hands-on demos & “what not to do” moments

 **Facebook:** [facebook.com/vildmark.co.uk](https://www.facebook.com/vildmark.co.uk)

- Audience: 350+ wild campers, hobby anglers & gear enthusiasts
- High-performing posts: YouTube shares, blog links, gear tips
- Great for community building and traffic to site content

 **Website:** [Vildmark.co.uk](https://www.vildmark.co.uk)

- Monthly Visitors: [2k]
- Long-form gear reviews, trip reports, and guides
- SEO-driven 100% human written articles with product links, video embeds with high dwell time
- Integrated affiliate-ready structure and newsletter sign-ups

CONTENT TYPES

- YouTube Gear Reviews
- Adventure Films & Trip Logs
- Instagram Reels & Stories
- TikTok Gear Demos & Comedy
- Website Articles & Written Reviews
- In-Wild Product Photography


WHAT I OFFER

- ✓ Product Reviews – Real-world tested, no fluff
- ✓ Sponsored Segments – Integrated into high-engagement videos
- ✓ Instagram/TikTok Reels – Gear in action, short & effective
- ✓ Blog Features – SEO-optimised write-ups for long-term traffic
- ✓ Photography – High-quality imagery of your products in the field
- ✓ Affiliate Links – Optional partnerships with tracked performance
- ✓ Giveaways – Great reach for launches and engagement

CONTACT

Interested in featuring your gear on our next wild adventure?
Let's collaborate on something unforgettable – and properly field tested.

 martin@vildmark.co.uk

 [Instagram: @vildmark.co.uk](https://www.instagram.com/vildmark.co.uk)

RECENT COLLABORATIONS



SIX MOON DESIGNS



OUTASK



PAQUALIFE

BRAND
AMBASSADOR FOR



VILDMARK MEDIA PRICE LIST

SOCIAL MEDIA POSTS (INSTAGRAM / FACEBOOK) £75 per post

Includes:

- 100% human-written caption with relevant keywords, hashtags, and brand tags
- 5 high-quality photos of your product or service
- Posted on Vildmark Instagram and Facebook

5-Day Story Campaign – £160

Includes:

- 5 stories (1 per day) over 5 days
- Tagging your brand
- Relevant hashtags
- Product link
- Posted on Vildmark Instagram and Facebook

WRITTEN ARTICLES (BLOGS / SEO / WEB)

100% human-written with optional SEO keyword integration and image support

1,000 words:

- No images – £120
- With royalty-free stock images – £150
- With 3 product images – £180
- With 5 product images – £200
- With 7 product images – £220
- Add keyword optimisation – +£30

2,000 words:

- No images – £200
- With royalty-free stock images – £250
- With 3 product images – £280
- With 5 product images – £300
- With 7 product images – £320
- Add keyword optimisation – +£50

VIDEO CONTENT (REELS, SHORTS & PROMO)

All videos are edited, captioned, and designed for maximum reach with relevant hashtags and keywords.

Videos include voiceover in English and optional on-screen captions.

1-Minute Instagram/TikTok Reel – £150

- Posted on Vildmark Instagram, TikTok, and Facebook

2-Minute Instagram/TikTok Reel – £200

- Posted on Vildmark Instagram, TikTok, and Facebook

BRANDED VIDEO FOR COMPANY'S OWN USE

- Up to 60 seconds – £250
- Up to 2 minutes – £350
- Add voiceover or on-screen presenter – +£75

OPTIONAL ADD-ONS

- Product photography (5+ high-res edited images) – £100
- Drone footage (weather/location permitting) – £75
- Permanent link placement in video/blog – £25

 All images and videos will be delivered via [WeTransfer.com](https://wetransfer.com)